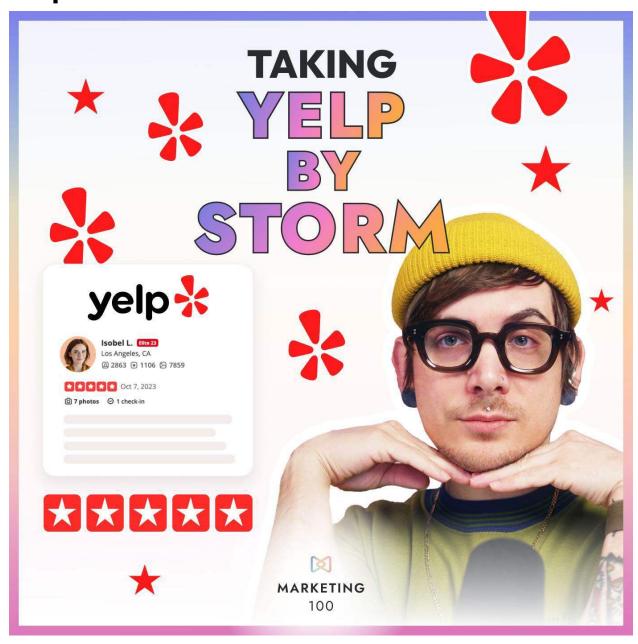# How Salons are Mastering Google and Yelp in 2025



Watch the full episode 52 in our Marketing 100 series.

The following step-by-step checklist for dominating Google Business Profile & Yelp with well-planned photo marketing was created by thesalonbusiness.com

# The Salon Photo Marketing Checklist

## 📸 Phase 1: Photo Station Setup

### Lighting Equipment

- Professional ring light (under $100)
- Adjustable brightness settings
- Natural window light positioning
- Portable lighting options
- Light diffusers or umbrellas

### Background Setup

- Clean, branded backdrop
- Neutral, brand-complementary colors
- Distraction-free wall space
- Full-length photo capability
- Professional appearance

### Essential Tools

- Full-length mirror for client preview
- Smartphone tripod or stabilizer
- Basic photo editing app
- Cable management system
- Equipment storage solution

### Space Requirements

- Minimum 6x6 ft dedicated area
- Easy client and staff access
- Good ventilation
- Temperature control
- Storage for equipment

### Lighting Conditions

- Morning light testing
- Afternoon light testing
- Evening light testing

- Artificial light backup
- Seasonal light variations plan

For more detailed guidance on creating the perfect photo setup, check out our comprehensive guides:

- [Mastering Salon Photography for Social Media Success](#)
- [Create a Pro Setup for $99](#)
- [The Ultimate Guide to Salon Photoshoot Planning](#)

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# 🎯 Phase 2: Platform Optimization

## Google Profile Setup

- Complete business verification process
- Set regular and holiday hours
- Add detailed service menu with prices
- Write keyword-rich business description
- Input all contact methods
- Enable messaging features
- Add relevant business attributes

## Google Exterior Photos

- Front entrance - daytime
- Front entrance - evening
- Street view with location context
- Parking area or accessibility
- Building signage visibility
- Seasonal decoration updates

## Google Interior Photos

- Reception and waiting area
- Styling stations overview
- Individual styling areas
- Product display section
- Washing stations
- Consultation spaces

- Natural light features

**Google Team Photos**

- Individual stylist headshots
- Full team group photo
- Action shots of services
- Client consultations
- Behind-the-scenes moments

**Google Service Photos**

- Cutting techniques in action
- Color application process
- Styling demonstrations
- Consultation sessions
- Finishing touches

**Google Before/After Sets**

- Color transformations
- Major style changes
- Extension applications
- Special occasion styles
- Trending technique results

**Google Product Photos**

- Retail area overview
- Individual product features
- Seasonal promotions
- New arrival highlights
- Product use demos

**Yelp Profile Basics**

- Complete profile verification
- Add detailed service descriptions
- Set accurate price ranges
- List parking information
- Detail available amenities
- Enable booking features

**Yelp Photo Requirements**

- Minimum 10 high-quality photos
- Mix of interior/exterior views
- Team action shots
- Service demonstrations
- Before/after examples
- Seasonal updates

**Photo Management**

- Set up organized categories
- Implement naming conventions
- Create update schedule
- Monitor photo engagement
- Plan seasonal refreshes

Pro Tip: According to research, businesses with more than 100 photos get 520% more calls and 2,717% more direction requests. Focus on building a comprehensive photo library that showcases every aspect of your salon experience.

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# 👥 Phase 3: Staff Training & Implementation

### Photography Basics

- Proper lighting techniques
- Best angles for services
- Before/after shot composition
- Photo station equipment use
- Mobile editing fundamentals

### Platform Training

- Google Business Profile uploads
- Yelp photo guidelines
- Photo tagging best practices

- Caption writing guidelines
- Review response protocols

## Quality Standards

- Photo composition rules
- Lighting requirements
- Background cleanliness
- Client presentation
- Brand consistency

## Approval Process

- Designated photo reviewers
- Quality assessment checklist
- Review time expectations
- Editing guidelines
- Rejection criteria

## File Management

- Photo storage system
- Naming conventions
- Regular backups
- Archive organization
- Recovery procedures

## Client Permissions

- Photo release forms
- Verbal permission scripts
- Privacy guidelines
- Opt-out procedures
- Data protection policies

## Client Education

- Photo sharing instructions
- Platform-specific guides
- Hashtag usage
- Tagging preferences
- Review guidelines

**Performance Tracking**

- Photo engagement metrics
- Staff participation rates
- Client sharing statistics
- Quality compliance scores
- Response time monitoring

**Team Development**

- Weekly quality reviews
- Monthly performance checks
- Quarterly training updates
- Success story sharing
- Recognition programs

Pro Tip: Train your team to make photo capture a natural part of their service workflow. The best moment to guide clients through photo sharing is when they're thrilled with their new look.

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# 🎁 Phase 4: Client Engagement & Incentives

## Reward Programs

- First-time sharing bonus
- Seasonal photo challenges
- Transformation contests
- Monthly client spotlights
- Loyalty points system

## Promotional Tools

- In-salon display signage
- Digital announcements
- Social media templates

- Email campaign designs
- Staff script cards

## Program Guidelines

- Eligibility requirements
- Photo quality standards
- Submission instructions
- Winner selection process
- Prize distribution plan

## Tracking Systems

- Digital reward logging
- Participation records
- Redemption tracking
- Success measurements
- ROI calculations

## Client Communication

- Program announcements
- Participation reminders
- Winner celebrations
- Feedback collection
- Success stories

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# 📊 Phase 5: Monitoring & Optimization

### Daily Tasks

- Review new submissions
- Respond to photo comments
- Share client success stories
- Update photo categories
- Monitor platform alerts

## Weekly Checklist

- Upload fresh content
- Review engagement stats
- Check photo quality
- Update seasonal content
- Staff performance review

## Monthly Analysis

- Platform metrics review
- Engagement rate tracking
- Conversion monitoring
- Client participation stats
- Competition analysis

## Performance Metrics

- Photo view counts
- Click-through rates
- Call/direction requests
- Review ratings
- Share statistics

## Strategy Updates

- Content performance review
- Incentive program adjustments
- Training refinements
- Posting schedule optimization
- Client education improvements

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Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.